



# BUSINESS REPORT

Date: **16th December 2025**

Business Reference: **37390**

About the Business:

## Established Nursery School for Sale in Pretoria East Suburb

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Profitable nursery school for sale in a high-demand residential area of Pretoria East. The business includes a neat, secure property and quality educational equipment. Consistent enrolment, loyal clientele, and a solid foundation for further growth. A great opportunity to step into a rewarding, well-run operation.

# Established Nursery School for Sale in Pretoria East Suburb



Sector: **Services**

Asking Price:

R **6,540,000**

Monthly Profit:

R **116,418**

Asset Value:

R **3,150,000**

Stock Value:

R **0**

Yearly Net Profit :

R **1,397,015**



# Business Report

## Fully describe the business's activities?

This well-established nursery school provides care, stimulation, and early childhood education for children aged 3 months to 5 years. The school currently has 74 enrolled children and offers a bilingual learning environment in both Afrikaans and English. It follows the ELDA curriculum and is a proud member of the SA Childcare Association, ensuring adherence to high standards in early childhood development. Children receive nutritious meals daily, including breakfast, morning snacks, lunch, and afternoon snacks. The school operates from four well-equipped classrooms, each catering to a specific age group: a baby class for infants aged 3 to 18 months, a class for toddlers aged 18 to 24½ months, another for children aged 24½ to 3½ years, and a final class for children aged 3½ to 5 years. These classrooms provide a safe and nurturing space for age-appropriate learning and play.

## How long has the business been established?

21 years

## How does the business operate on a daily basis?

The school operates Monday to Friday from 06:30 to 17:30. The owner personally opens the school each morning and oversees the daily operations, ensuring smooth running and high standards of care. The facility is well-equipped with age-appropriate playgrounds, offering safe and stimulating outdoor spaces tailored to the needs of all age groups.

## How are the clients attracted to the business?

Mainly word of mouth.  
The school is very well known.  
Street-side advertising.  
Facebook page.

## What competition exists?

Various other nursery schools.

### How could the profitability of the business be improved?

Introduce premium packages that include extra learning activities like STEM for toddlers.  
Host occasional parent workshops (e.g., toddler discipline, developmental milestones).  
Invest in a professional website and active social media pages with regular updates, parent testimonials, and photo highlights of school activities.  
Display marketing materials in nearby coffee shops, medical practices, and malls to increase visibility.

### How involved is the Owner in running the business?

On a daily basis.

### When does the current lease end?

The owners are the landlords. The school are being sold with the property

### What are the trading hours?

Monday to Friday 6:30 - 17:30.

### What are the main assets of the business?

The property and buildings.  
All tangible and movable assets associated with the operation of the nursery school.  
A comprehensive asset list will be made available to serious buyers upon request.  
Intangible assets include existing contracts with parents.

### What is their overall condition?

The property and all associated assets are exceptionally well maintained, reflecting the owner's hands-on management style and attention to detail. The owner remains actively involved in the day-to-day operations, ensuring high standards across all aspects of the business.

## Strengths?

Established, family-oriented suburb: The school is in a well-established residential area with many young families — ideal for a nursery school.

Safe and quiet environment: The area offers a peaceful, suburban setting, which is appealing to parents seeking a secure learning environment for their children.

Well-maintained facilities: The property and equipment are in excellent condition, contributing to a professional and nurturing learning environment.

Experienced staff: Long-serving, qualified educators with strong relationships in the community.

## Weaknesses?

Limited expansion space: limited room for physical expansion or playground development.

## Opportunities?

Growing demand for quality early childhood education: Parents are increasingly seeking structured, stimulating environments for pre-schoolers.

Specialised Educational Programs - Introducing unique programs such as STEM-focused activities, or arts and music classes can differentiate the nursery school from others in the area.

## Threats?

Economic pressure on parents: Rising costs of living may result in parents opting for cheaper or informal childcare options.

## What is the reason for the sale?

The owners are relocating to the Western Cape.

## Why is this a good business?

This nursery school in the East of Pretoria presents a strong investment opportunity due to its prime location in a family-oriented suburb with consistent demand for early childhood education. The business offers stable, recurring income, has well-maintained facilities, and benefits from a trusted reputation within the community.